

**Supplier Social Responsibility Advisory Workgroup Agenda**  
**Monday, November 17, 2008 (2:00 - 5:00 p.m.)**  
**Liquor Control Board Headquarters, Olympia – Conference Room 201**

Time	Topic	Discussion Leader	Expected Outcome
2:00 – 2:10	Welcome, review meeting agenda Review meeting notes and action items from October 10 <sup>th</sup>	Mona Moberg	Meeting agenda and notes reviewed, clarify any changes and report back on action items
2:10 – 2:20	Discuss changes to workgroup charter	Debi Besser	An understanding of the updated charter
2:20 – 3:30	Presentation on DISCUS code and questions	Lynne Omlie	Understanding of the DISCUS code and how it might be used to measure social responsibility
<b>3:30 – 3:40</b>	<b>BREAK</b>		
3:40 – 4:45	Present updated definition and draft measures and reach agreement on the measures and how they support the definition  Discuss where specific measure could be documented and tracked	Mona Moberg	Agreement on definition and measures and how to document or report activities
4:45 – 5:00	Wrap up, meeting feedback	Debi Besser Mona Moberg	Identify next steps and any assignments
<b>5:00</b>	<b>ADJOURN</b>		

11/13/08 (djb)

**Next Meeting Date:**

- December 4, 2008 (1:30 - 4:30 p.m.) LCB Headquarters, Olympia, Conference Room 201 (unless otherwise noted on meeting request).

**Workgroup Members:**

Lorraine Lee, LCB  
Ruthann Kurose, LCB  
Kimberly Ward, LCB  
Matt McCarthy, DRAW  
Brent Young, Remy Cointreau USA (DRAW President)  
Matt McCarthy, Southern Wine/Spirits West (DRAW VP)  
Arick Liske, Diageo North America  
Jeff Barr, Bacardi  
Bill Ingersoll, Young's Columbia  
Meagan Renick, LCB

Pat McLaughlin, LCB  
Debi Besser, LCB  
Mona Moberg, LCB  
Steve Burnell, LCB  
Michael Langer, DSHS  
Terry Adams, Ste. Michelle  
Kathe McDaniel, LCB  
Brian Smith, LCB  
Tony Masias, LCB  
Jim Hutchins, LCB

The mission of the Washington State Liquor Control Board is to contribute to the safety and financial stability of our communities by ensuring the responsible sale, and preventing the misuse of, alcohol and tobacco.

**WASHINGTON STATE LIQUOR CONTROL BOARD**  
**Supplier Social Responsibility Workgroup**  
**MEETING MINUTES**  
**November 17, 2008**  
**Headquarters Conference Room 201**

**MEMBERS PRESENT:**

Lorraine Lee, LCB Board Chair	Pat McLaughlin, LCB
Ruthann Kurose, LCB Board	Mona Moberg, LCB
Kathe McDaniel, LCB	Tony Masias, LCB
Jeff Barr, Bacardi	Matt McCarthy, SWSW (DRAW VP)
Debi Besser, LCB	Kimberly Ward, LCB
Steve Burnell, LCB	Terry Adams, Ste Michelle
Arick Liske, Diageo	Brian Smith, LCB
Michael Langer, DASA/DSHS	Meagan Renick, LCB

**GUESTS/OBSERVERS:** Lynne Omlie, DISCUS

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**1.0 WELCOME/REVIEW – Mona Moberg**

The meeting was called to order at 2:00 p.m., Monday, November 17, 2008, at Headquarters in Olympia. Mona welcomed all and talked about what we will discuss today, followed by introductions. Mona went over the notes from the last meeting.

**2.0 WORKGROUP CHARTER – Pat McLaughlin**

Pat spoke about the items that were changed or removed from the charter.

- We defined “supplier” on the charter to be direct suppliers of the LCB, to clarify the scope.
- We reduced the scope of the program to focus on developing measurements of supplier social responsibility efforts. We are trying to simplify the scope, and not complicate this program. This doesn't eliminate the possibility that at some time in the future, suppliers will be able to partner with the LCB to provide messaging through the in-store program.
- Debi moved the time-frame up, but we may want to move that back depending on how long we feel that it will take us.

*The updated charter is attached.*

**3.0 DISCUS CODE OF RESPONSIBILITIES – Lynne Omlie**

DISCUS has been in practice for 74 years. Lynne talked about the various aspects of the DISCUS code and how it might be used to measure social responsibility. She spoke about the components of effective self-regulation, and some of the factors that DISCUS takes into account when making decisions regarding marketing and advertising of alcoholic beverages and the Code of Practices. A copy of her PowerPoint presentation will be shared electronically with the workgroup members when it is received. Examples of the semi-annual code report were passed around for all to review.

*Several hand-outs were provided:*

- Demographic Data/Advertisement Placement Guidelines
- Internet/Digital Buying Guideline
- Discus Best Practices Media Summit
- Best Practices Media Summit "save the date" ad
- Distilled Spirits Council of the US internet packet Code of Responsibilities
- Suggested Language to Use for Linking to the DISCUS Code

#### 4.0 DEFINITIONS AND DRAFT MEASURES – Debi Besser/Mona Moberg

Debi talked about the updated definition recommendation, based on the previous meeting discussions and brainstormed measures. The workgroup members agreed that this was a good final definition for the purpose of this workgroup. The definition is as follows:

##### Supplier Social Responsibility is:

- Providing and/or supporting education and tools to prevent underage access/use.
- Minimizing youth exposure to, and impact of alcohol advertising
- Providing and/or supporting education and tools to prevent over-consumption and encourage responsible use.
- Being a good steward of your local community and the environment

From the last meeting, the basic measures for each area of the definition were summarized:

##### *Providing and/or supporting education and tools to prevent underage access/use.*

- Educational materials
- Partnership between suppliers and local coalitions

##### *Minimizing youth exposure to, and impact of, alcohol advertising*

- Compliance with DISCUS Code (company labeling/advertising)

##### *Providing and/or supporting education and tools to prevent over-consumption and encourage responsible use.*

- Educational materials (See content piece)
  - Website content
  - TV ads (responsible use)
  - Develop materials for target groups like colleges, etc.
- Server Training
  - Partnership between suppliers & local coalitions
  - Suppliers/distributors/brokers educates staff
  - Reps attend MAST server training
  - Sales Rep. tells about how to serve the product and tips for looking for over-service (may create brochures)
  - May be able to use phone technology to emphasize (texting) training tips/info to servers (Terry has more details)
  - How to cut someone off
- Possible Evaluation Questions
  - Do you have social responsibility component in your training? (Y/N)
  - Number trained statewide
    - May be an option to do a blitz and note if participated
  - Content of training materials (should it be approved content?)
    - Signs of intoxication
    - How to cut off (Y/N)
  - MAST training completed by supplier/distributor representatives (Y/N)

##### *Being a good steward of the local community and the environment*

- Community involvement
- Green policies

There was group discussion on exactly how we would measure activities. Ideas included:

- Suppliers could self-report (using a self assessment), on a standard form or via website, what they're doing in the 4 areas.
- May want to focus on specific number of suppliers first to phase in program
- May need to provide avenues to educate suppliers on what they can do to achieve success (DISCUS code education, general guidelines for education materials)
- Results could be translated to the scorecard
- Could a committee from LCB and industry evaluate the responses?
- We need to ensure that there is a level playing field for companies of different sizes.
- There should be an acknowledgement of progress, especially for smaller companies.
- Should Wine/Spirits/Beer suppliers have separate requirements?

The group discussed "server training" in particular, and what specific activities suppliers were doing to promote social responsibility in this area.

- Adding a social responsibility message to each sales pitch at licensees
- Requiring sales reps to complete MAST training
- Provide servers training materials on signs of intoxication/how to cut off

Other Ideas:

- Matt McCarthy had an idea that perhaps during one month per year, the LCB sends out a "Liquor Awareness Month" flyer with all licensee orders, reminding servers about training. What kind of signage/educational materials could be placed in licensee location?
- Lynne spoke about the Educational Tool Kit on Beverage Alcohol Consumption, designed to assist health professionals, such as doctors, talk to their patients about alcohol abuse. She talked about a complimentary program that they developed with Florida as a consolidated service, to provide more of these resources, about abuse and prevention.

## **5.0 WRAP-UP – Debi Besser/Mona Moberg**

Debi stated that we are moving in the right direction by measuring what the suppliers are doing and also demonstrating their best practices. We are bringing to define specific activities associated with each of the Social Responsibility definition areas. Tony commented that he liked the fact that we could come out with a united front in educating people, so that we are all communicating the same thing.

At the next meeting, we will break into smaller groups to work on each of the areas in more detail.

### **Parking Lot:**

- Include annual reminder of training requirement in other format to licensees with liquor order
- What kind of signage/education materials can be placed in licensee's location? Suppliers may be able to ask for social responsibility space in LCB stores.

## **6.0 ACTION ITEMS**

- Pat asked that Terry report back on how it might impact his company if we asked that all their sales people be MAST trained. If any resources are needed, Kim Sauer is the MAST coordinator for the LCB.
- Debi will talk to Bill Ingersoll with Young's and ask the same question.
- Debi asked that each person consider each of the 4 parts of the Social Responsibility

definition, and start thinking about specific actions and measures for next month's meeting.

## **7.0 ADJOURNMENT**

The meeting was adjourned at 5:00 p.m.

The next meeting will be held at **1:30 p.m. on Thursday, December 4, 2008**, at the LCB Headquarters in Olympia.